LEO BURNETT U.S.A.
AD# BUC126-D1 REQ# M18636 "THE BUCK STOPS HERE" - PAGE 4/C 10-1/4 X 12-1/4 LIFS/IND MOP, 1990

THE BUCK STOPS HERE

Full rich flavor, not full price.

Available in Kings & Kings Lights.

Kings: 14 mg "tar" 1.1 mg nicotine – Kings Lights: 11 mg "tar" 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Min. suggested retail price

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